

SUB 17

1. A method of broadcasting data, comprising:
sending to a receiver scheduling information that
includes a scheduled time and identifies one or more viewer
applications capable of processing a broadcast of data at the
5 scheduled time; and
broadcasting the data at the scheduled time:

2. The method of claim 1, wherein the information
includes a content format of the broadcast of data.

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3. The method of claim 1, wherein the sent
information identifies one of a viewer age and a content
provider for the data.

SUB 17

15 4. The method of claim 3, wherein the sent
information identifies a channel for broadcasting the data;
and
the broadcast transmits the data in the identified
channel.

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5. The method of claim 4, wherein the identified
channel comprises one of a cable channel, a wireless channel,
and a multicast group address.

6. The method of claim 2, wherein the viewer applications decode broadcasted data.

7. The method of claim 1, wherein the broadcasting starts at a predetermined time after the sending of the information.

8. The method of claim 2, wherein the content format is an ATVEF format.

9. The method of claim 1, further comprising:
sending second information about a second scheduled time and content format for a broadcast of new data, the second content format being indicative of a new viewer application for processing the new data; and

then, broadcasting the new data during the second scheduled time.

10. A method of processing data, comprising:
receiving scheduling information providing broadcast times for data broadcasts and information to identify one or more viewer applications to process the data broadcasts;
receiving data from one of the broadcasts at the scheduled broadcast time; and

processing the received data with a viewer
application responsive to the scheduling information.

11. The method of claim 10, wherein the scheduling
5 information identifies channels scheduled to broadcast the
data.

12. The method of claim 10, wherein the scheduling
information associated with a portion of the broadcasts
10 identifies one of content formats, viewer ages, and content
providers of the associated data.

13. The method of claim 10, wherein the processing
comprises:
15 decoding the received data.

14. A method of processing data, comprising:
receiving scheduling information that provides
broadcast times for data broadcasts and information for
20 identifying viewer applications for processing the
broadcasts; and
writing the scheduling information to a scheduling
table having entries indexed by scheduled broadcast times and
channels.

15. The method of claim 14, further comprising:
selecting a viewer application to process received
data based on information in the scheduling table.

5 16. A method of processing data, comprising:
receiving data from a broadcast at a scheduled
broadcast time; and
selecting a viewer application from a table of
available viewer applications to process the data; and
10 processing the received data with the selected viewer
application.

17. The method of claim 16, further comprising:
looking up format information on the received data in
15 a scheduling table; and
wherein the selecting uses the looked up information
to select a viewer application.

20 18. A system for receiving data broadcasts,
comprising:
an interface to receive broadcasts of data;
a data storage device storing viewer applications to
decode the received data; and

5 a processor coupled to the data storage device, the processor to select and execute ones of the viewer applications based on scheduling information for the broadcasts.

10 19. The system of claim 18, wherein the data storage device further stores an executable control application for updating a scheduling table in response to receiving new scheduling information for a broadcast of data.

15 20. The system of claim 19, wherein the control application selects the ones of the viewer applications to decode data based on information from the scheduling table.

20 21. The system of claim 19, wherein the control application selects the ones of the viewer applications based on availability data for the viewer applications stored in a viewer application selection table.

25 22. A data storage device encoding computer executable instructions for a method of broadcasting data, the instructions to cause ^{a system} ~~the computer~~ to:

send information to a receiver about a scheduled time and content format for a broadcast of data, the content

format being indicative of one or more viewer applications for processing the data; and

broadcast the data at the scheduled time.

5 23. The device of claim 22, wherein the information identifies one of a content provider, a viewer age, and a scheduled broadcast channel for the data.

10 24. The device of claim 22, wherein the instructions cause the ^{system}~~computer~~ to broadcast the data at a predetermined time after the sending of the information.

15 25. The device of claim 22, the instructions further causing the ^{system}~~computer~~ to:
broadcast second information about a second scheduled time and content format for a new broadcast of new data, the second content format being indicative of another viewer application to process the new data; and

20 then, broadcast the new data at the second scheduled time.

26. A data storage device storing executable instructions, the instructions to cause a computer to:

receive scheduling information for content formats
and broadcast times of broadcasts of data;

receive data from one of the broadcasts at the
scheduled broadcast time; and

process the received data with a viewer application
for processing a data format, the viewer application being
responsive to the scheduling information for the one of the
broadcasts.

27. The device of claim 26, wherein the scheduling
information identifies channels scheduled to broadcast the
data.

28. The device of claim 26, wherein the instructions
to process further causes the computer to:
decode the received data.

29. The device of claim 26, the instructions further
causing the computer to:
write the scheduling information to a scheduling
table having entries indexed by scheduled broadcast times;
and

wherein the instruction causing the computer to process causes the computer to select the viewer application based on data from the scheduling table.

5 30. The device of claim 26, wherein the instruction causing the computer to process causes the computer to:

select the viewer application from a viewer application selection table listing available viewer applications.